



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

April 24, 1998

SENT VIA E-MAIL

| | |
|------------------|-----------------|
| Lori MacWilliams | Tim Gillespie |
| Bob Snow | Bob Dobrowolski |
| Rory O'Rourke | Mark Goodman |

RE: Trade Direct Marketing - May Mailings

The below listed chains in the Sales Area will be participating in our May mailing of Trade Direct Marketing. You will note in most cases, these pieces announce discounting programs, and in some cases coupons are included in the mailings:

| CHAIN NAME | STATES | OFFER |
|---|------------------|---|
| Certified Oil | (OH, WV, KY) | announces \$2.50 off carton and .25 off a pack |
| United Refining d/b/a Kwik Fill/Red apple | (NY, PA) | 2 versions, pack absolute price announcement |
| SuperAmerica | (KY, OH, PA, IN) | 5 versions, carton absolute price announcement |
| Sun Company | (OH, PA, NY) | 3 versions, carton absolute price announcement |
| Amerada Hess | (NY) | 3 versions, carton absolute price announcement plus .25 off a pack |
| United Dairy Farmers | (OH) | announce .25 off pack, plus carton absolute price announcement |
| Smokers Outlet | (NY, PA) | carton absolute price announcement |
| Clark | (IN, OH) | announce .25 off a pack |
| Coastal | (TN, PA) | announce \$2.50 off carton and .25 off a pack |
| Marcs | (OH) | 2 coupons, free 12 pack Coke with carton purchase, \$3.00 off a carton coupon |
| Fuel Mart | (OH) | 1/\$4.00 off carton coupon, 1/.40 off a pack coupon |
| Lassus | (IN, OH) | announce \$2.50 off carton, .25 off a pack |
| Wawa | (MD) | pack and carton absolute price announcement, plus coupon for special carton price |
| Quick Chek | (NJ) | franchise .50 off pack coupon, competitive B1G1F coupon |

Please provide to whoever you deem appropriate in the Region. Call if you have any questions.

Don

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